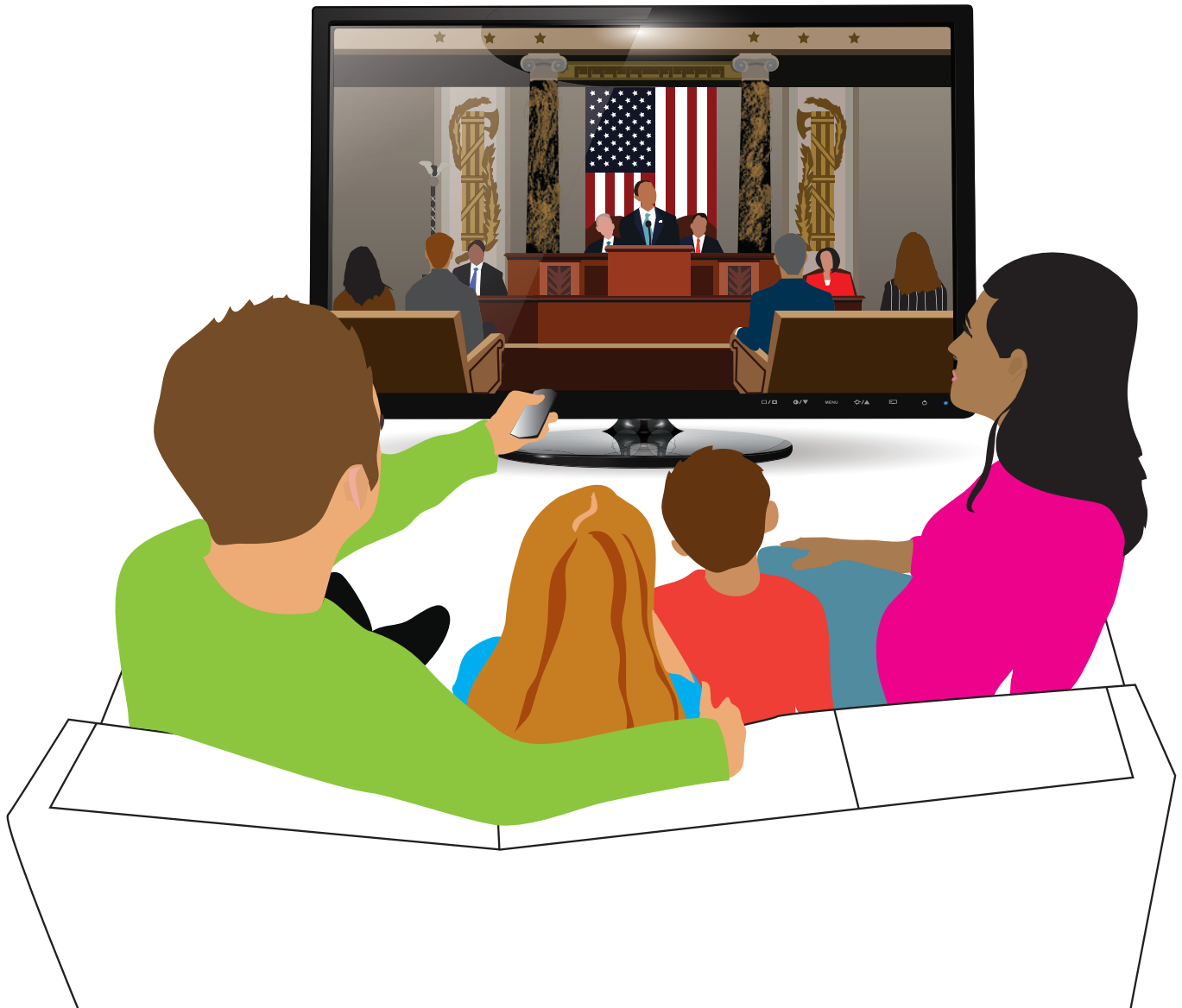


# EJ|USA



## President-Speak

what the state of the union says to you

IN THIS ISSUE: SPEECHWRITING | CORPORATE CULTURE | REVISING A MONUMENT | SCIENCE SPECTACLES



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**Sculptor Master Lei Yixin surveys the Martin Luther King Jr. memorial prior to removing its disputed inscription.**





# EJ|USA

January 2014

## President-Speak

what the state of the union says to you

-speak | the language or jargon of a specific group, organization, or field

SOURCE: COLLINS ENGLISH DICTIONARY

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Finding the Words | Helping the President Score Points | *Your Speech*  
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Born Under a Political Star | King Day

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Try a handplant in the  
new year.

# Collaboration City

At *EJ|USA*, neither designer nor writer works alone. Our usual collaboration took an interesting turn while we worked on this issue, when illustrator Marcos Carvalho and I requested press passes to visit Congress to see the scene where the president's upcoming State of the Union address will be given.

We looked at historic State of the Union address photographs before going, but being inside the House of Representatives was a completely different experience. We were able to sit in the balcony of the House chamber, where we could look out over the desks at which laws are made and the chairs in which so many notables in our democratic system sit to hear the president speak. We met the deputy superintendent of the House Press Gallery, Justin Supon, who showed us the reporters' backroom, packed with news wires, crowded desks and phone booths.

As a bonus, we visited the more formal Senate chamber. Walking between the two sides of Congress, we noted the intricate patterns of the marble floors, the ornate images on the painted ceilings and the historic photos on the walls — including one of then-Senator John F. Kennedy playing football on the Capitol grounds and another of then-Vice President Richard Nixon petting a lion. We even saw tucked-away offices of some of the better-known members of Congress.

After researching in the field the way a reporter might, I think I can up my collaboration with the *EJ|USA* writers as we put together upcoming 2014 issues. I bet the president, in his own words, will suggest that Congress and the White House, Republicans and Democrats also up their collaboration to accomplish America's much-bigger goals in the new year.

— Julia Maruszewski

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COURTESY JULIA MARUSZEWSKI

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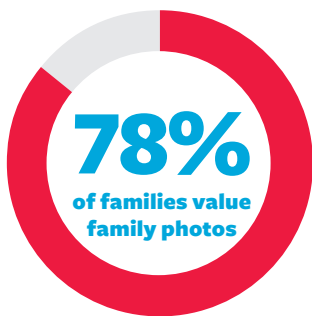


## Stormy Weather

Extreme weather in the U.S. could cause four times the economic loss by 2050 that it causes today — even without an increase in the frequency or intensity of hurricanes, tornados and other storms. That is according to the Climate Change Science Institute at Oak Ridge National Laboratory, which says that more people are moving East, creating a denser population that will be more vulnerable along the storm-ridden Eastern Seaboard and Gulf Coast.

## What to Grab in an Emergency

A family photo is worth a thousand words. According to a CBS Sunday Morning poll, 78 percent of families claim that photographs of their family are special. Women value family pictures more than men — 86 percent think family photos are very important, compared to 69 percent of men.



## Born Under a Political Star

Born October 1, 1924, 39th President Jimmy Carter was the first American president to come into the world in a hospital. President Washington was born in a plantation manor house in Virginia, Nixon in a farmhouse in California, and Reagan in an apartment above a bakery in Illinois. Today most U.S. childbirths occur in hospitals.



©AP IMAGES

## King Day

With the lights from a Christmas tree still shining, Whitman College student Alisha Agard spoke to the crowd in downtown Walla Walla, Washington, following a January 21, 2013, Martin Luther King Jr. Day march from campus to commemorate the civil rights leader's birthday (January 15, 1929).

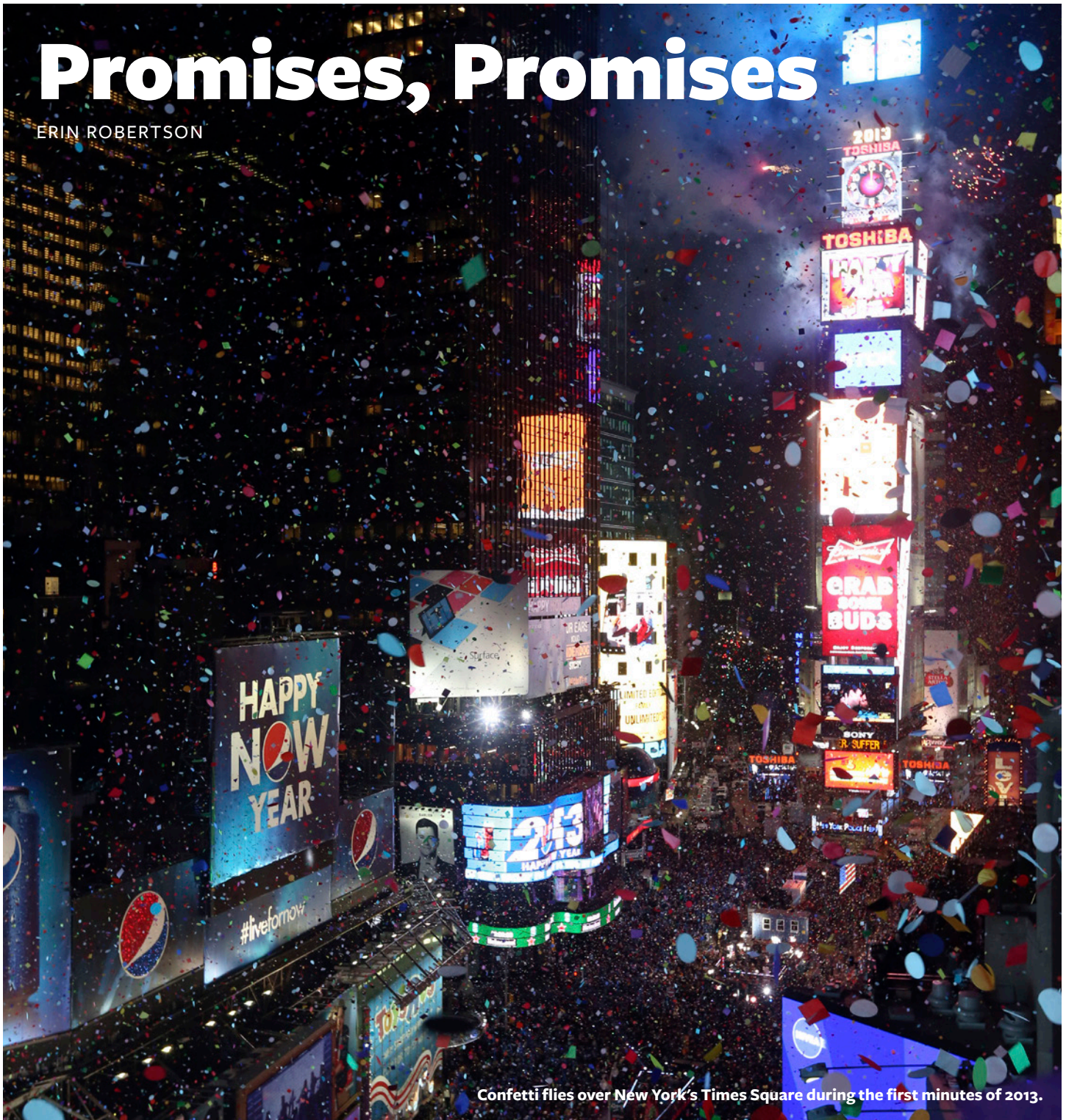
Agard said the marchers stopped to reflect. "I asked them to carry on King's legacy during their daily lives," she recalled. She plans to join the King Day march again in January 2014.

"The march represents an important part of what our country is, whether you're black or white," she said. "It celebrates that everyone is able to work together at Whitman College, regardless of race. We're able to do so much that people were not able to do before the civil rights movement. The march is a way to say 'thank you' and to show we still march for current causes."



# Promises, Promises

ERIN ROBERTSON



Confetti flies over New York's Times Square during the first minutes of 2013.

©AP IMAGES

## America's **Most Popular** New Year's Resolutions

SOURCE: GENERAL SERVICES ADMINISTRATION

- 1** Focus on health: Lose weight, exercise, eat healthier foods.
- 2** Become more financially savvy: Lower debts, save money.
- 3** Quit a bad habit: Drink less alcohol, quit smoking.
- 4** Improve professionally: Find a better job, pursue higher education.
- 5** Travel more: Plan a trip.
- 6** Amp up "green" habits: Reduce, reuse, recycle.
- 7** Serve others: Volunteer more often.



**Beyond celebrating** the end of one year and the beginning of the next, many Americans make New Year's resolutions. It's a time when people have hope and think about the new year as a new start.

Roughly 45 percent of Americans make New Year's resolutions each year. According to psychologist Pauline Wallin of Camp Hill, Pennsylvania, the most popular resolutions focus on improving health and finances.

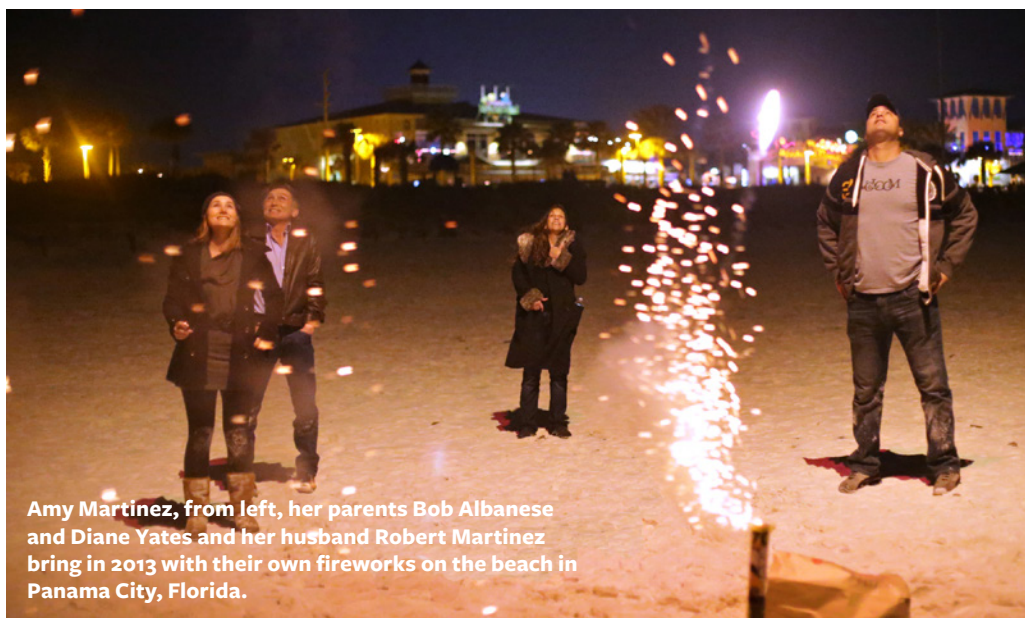
**Typically by July 1, only one-third of those who made a New Year's resolution still have it in mind.** Nevertheless, at the start of each new year, many Americans repeat the tradition with newfound determination.

To maintain any desired change in behavior, Wallin said, "Do it because it's for you and not for anyone else, and be prepared for a little discomfort." ■

CONNECTING THE DOTS: NEW YORK ●; PANAMA CITY ●



Tatiana Rakotovazaha, from Madagascar, foreground left, Aurielle Williams, from Kansas, center, and Yayoi Okayama, from Japan, foreground right, enjoy New Year's Eve festivities in New York's Times Square.



Amy Martinez, from left, her parents Bob Albanese and Diane Yates and her husband Robert Martinez bring in 2013 with their own fireworks on the beach in Panama City, Florida.

**45%**

**of Americans make New Year's resolutions each year.**



©LHF GRAPHICS/SHUTTERSTOCK.COM

## In 2014, I Resolve to...

### **Rokhsana Daghoghi** **student**

... make an effort to keep in touch and visit my close friends from Dickinson College, to not let distance interfere.

### **Jonathan Chandler Hughes** **firefighter**

... become an Advanced Life Support provider. On a more personal level, work toward becoming a certified fitness trainer.

### **Magdalena Marszalkowski** **physician's assistant**

... run a half-marathon; improve my vegetarian cooking skills; pay off my student debt; travel to Poland with my husband; continue to grow in my faith; learn patience when helping my patients in the emergency room; read a new book every month.

### **Athena Tacha** **artist**

... do NEW work: first, a new series with my photos from Petra, Jordan, on the interaction of stone, humans and erosion, and then, continue a series of sculptures in folded kraft paper or translucent vinyl, dealing with strange geometric possibilities in space.

### **Jim Meil** **economist**

... write more succinctly; drink less coffee and better wine; no eating after 8 p.m. unless it's social; every month reach out to contact at least one person that I feel bad or guilty about having lost touch with; start every day thinking for 10–15 minutes about "What am I doing here (the big picture?)" then examining the day's activities through that lens.



# The Supersizing of American Football

FRED BOWEN

**The Super Bowl** is the biggest sports event in America, by far.

Sports fans love statistics, so let's look at some numbers about the traditional championship game in American professional football.

- 🏈 The last four Super Bowls were the most watched television shows in American television history.
- 🏈 **More than 108 million people across America watched the 2013 Super Bowl.**
- 🏈 The game is broadcast to more than 100 countries.
- 🏈 A 30-second televised ad during the 2013 game cost \$4 million.

So the Super Bowl is big. But the event was not always what it is today. In fact, the first Super Bowl, played on January 15, 1967, was not even called the Super Bowl. It was the "AFL-NFL World Championship Game."

The National Football League (NFL) started play in 1920. At the time, professional baseball, boxing and college football were much more popular than pro football. Over the years, however, pro football and the NFL grew in popularity.

Football became so popular that another professional league — the American Football League (AFL) — began play in 1960. The AFL competed with the NFL for fans and for star players.

In 1965, quarterback Joe Namath from the University of Alabama signed a contract with the New York Jets, an AFL team, for an annual salary of \$427,000, an amount unheard of at the time. Now, the average salary of an NFL player is \$1.9 million, and the minimum for a first-year player is \$405,000.

Because of the rising cost of players, the rival leagues decided to merge in 1966 and become one league by 1970. Part of the merger agreement called for a championship game between the league champions of the NFL and AFL.

The first championship game in 1967 did not trigger much interest because most football fans considered the NFL the undeniably superior league to the newer AFL. In fact, there were more than 30,000 empty seats in the Los Angeles Coliseum when the NFL-champion Green Bay Packers beat the AFL-champion Kansas City Chiefs, 35-10.

Even the halftime show at the first big game was not much. The marching bands from two colleges, the University of Michigan and the University of Arizona, provided the musical entertainment.

The second game, in 1968, was much of the same as the NFL's Green Bay Packers again beat the AFL's best, the Oakland Raiders, 33-14. But interest in the game picked up in 1969, when the AFL champion New York Jets, led by Namath, unexpectedly beat the Baltimore Colts, 16-7.

From that game on, the championship grew larger and more lavish every year and truly became the Super Bowl. ■

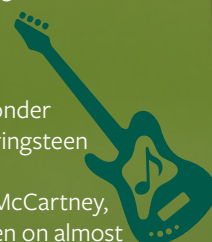
## Super Bowl Halftime Attractions

In the last 20 years, the Super Bowl's halftime show has attracted almost as much attention as the game. Gone are the college marching bands and the cheery, middle-of-the-road entertainers. In 1993, when "King of Pop" Michael Jackson "moonwalked" across the Super Bowl stage, halftime instantly became a massive showcase for the biggest names in the music business. Grammy Award-winning singer Bruno Mars is scheduled to sing at the February 2, 2014, Super Bowl.

Here are some of the musical acts that have entertained during recent Super Bowls.

- The Rolling Stones
- Madonna
- U2
- Beyoncé
- Stevie Wonder
- Bruce Springsteen

When Paul McCartney, who has been on almost every musical stage in his 50-year international career, was the featured halftime performer in 2005, he said, "There's nothing bigger than being asked to perform at the Super Bowl."



CONNECTING THE DOTS: MIAMI ●; NEW ORLEANS ●; EAST RUTHERFORD ●



# Then : vs : Now

1

2

3

4

**1:** Cities with warm weather year-round have traditionally hosted the Super Bowl. Miami and New Orleans both have hosted 10 games.

**2:** Fans shelled out \$6 to \$12 for tickets to the first Super Bowl.

**3:** The Green Bay Packers of Wisconsin, coached by Vince Lombardi, won the first two Super Bowl games.

**1:** The 2014 Super Bowl will be played at MetLife Stadium in East Rutherford, New Jersey. It will be the first Super Bowl played outdoors in a cold climate.

**2:** The most expensive ticket for the 2014 Super Bowl will cost \$2,600.

**3:** The trophy given to the winning team is named the Vince Lombardi Trophy.



# New Year, New Business

## Who Will Buy?

**Three groups** will drive consumer sales in the fall-winter 2014–2015 season, according to WGSN, an international, consumer-trend forecaster:



©SAKUMA/TOMS/AP IMAGES

**Data Believers,** who buy based on quantifiable statistics. They want honest evidence of a product's attributes. **Example:** They might buy cosmetics that advertise "a 70 percent improvement in skin appearance."

**Fable Seekers,** who are emotional and search for connections to the world and others through products and services. **Example:** They might favor brands that offer stories of their environmental stewardship.

**New-Age Artisans,** who are active and feel empowered by inventing their own products or adapting existing ones. **Example:** They might be attracted to retailers that offer in-store, 3-D printers for consumers to create or repair products.

## Looking Back

In 2012, online family history website Ancestry.com announced that President Obama is linked to one of the earliest-known slaves in North America, as well as to actor Brad Pitt.

Celebrity research is good public relations for the large research company, but in fact, Americans are more interested in their own family genealogy than that of celebrities or politicians.

Among Internet users, genealogy ranks as the second-most searched topic. Users search for sentimental, medical or financial (inheritance) reasons, according to market research firm Global Industry Analysts, and increasingly find what they are looking for due to improved access to digital records and software products.

Ancestry.com, with \$500 million in annual revenues and millions of subscribers, dominates the industry. But thousands of independent researchers thrive in niches. Just in Connecticut, 15 professional associations of genealogists are authorized to do business. Some universities and public libraries offer genealogical research programs. Mormons, formally known as members of the Church of Jesus Christ of Latter-day Saints, have amassed one of the world's largest genealogical archives and make it available free of charge online through FamilySearch.org and at more than 4,500 reading rooms in 80 countries.



©OLEKSANDRA VASYLENKO/SHUTTERSTOCK.COM

**Between \$1,000 and \$18,000 spent each year by 84 million people to search for their ancestors**

SOURCE: GLOBAL INDUSTRY ANALYSTS, JANUARY 2012





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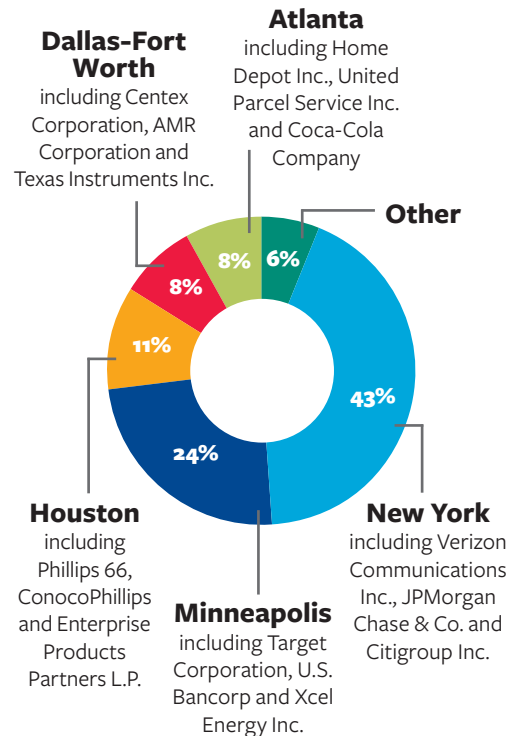
## Business Posture

Yoga's popularity is soaring in America. The interest in the physical, mental and spiritual exercise derived from ancient Indian traditions has been steadily growing since 2000. Yoga studios are popping up in shopping centers, and commercial gyms are adding yoga classes to their offerings.

The trend is creating new small business owners. Studios rarely have more than six locations or exceed moderate revenue levels. Some chains are trying to capture a bigger piece of the growing market by offering additional services, such as massage or meditation classes.

## Where the Corporations Are

The largest numbers of Fortune 500 corporations (U.S. companies ranked highest in terms of revenues) operate from these headquarters cities:



## Chinese Food, Hold the Chopsticks

Roughly one-third of all U.S. ethnic eateries are Chinese restaurants of different claims to authenticity. With more than \$20 billion in annual sales, they do serious business. But, menu items such as chop suey and chow mein — said to have been invented in America by Chinese immigrants — might not be recognized by chefs in China.

The largest U.S.-based Chinese food chain — P.F. Chang's China Bistro Inc. — has expanded through franchising to more than a dozen countries, mostly in Latin America and the Middle East. Asked by *Breakfast* magazine about the authenticity of its offerings, Ronald Olaes, director for the Philippines, said the food is Chinese "at heart."



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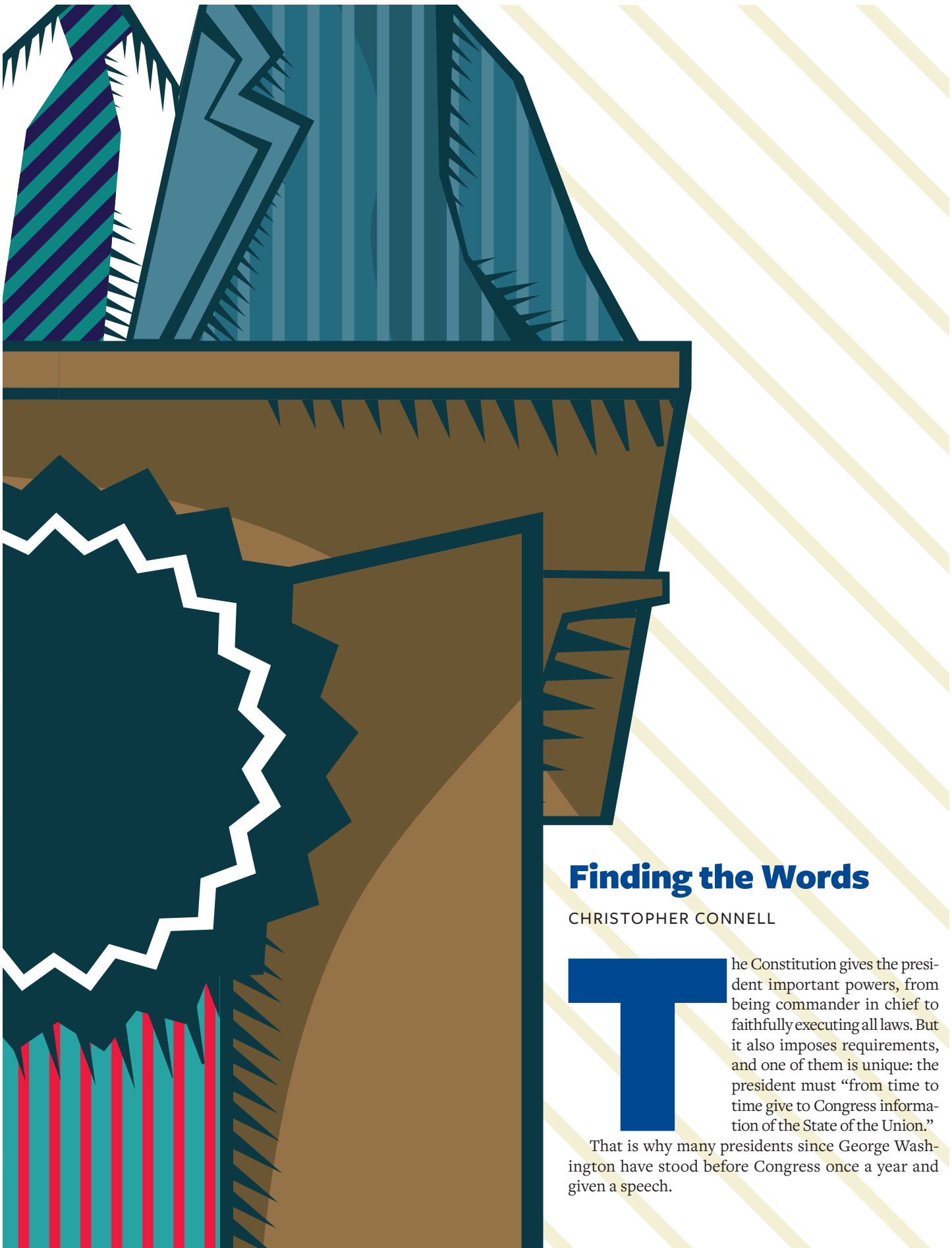
FEATURE

# President-Speak

The State of the Union address  
says a lot about democracy  
and about communicating  
like a leader too.

The SOTU address occurs in late January or early February. The exact date is announced only a few weeks ahead on [www.whitehouse.gov](http://www.whitehouse.gov).





## Finding the Words

CHRISTOPHER CONNELL

**T**he Constitution gives the president important powers, from being commander in chief to faithfully executing all laws. But it also imposes requirements, and one of them is unique: the president must “from time to time give to Congress information of the State of the Union.”

That is why many presidents since George Washington have stood before Congress once a year and given a speech.

Apart from the inaugural address, the State of the Union address is the highest-visibility speech the president makes.

But the State of the Union rarely inspires great rhetoric. “The State of the Union is a really odd duck in the menagerie of presidential speeches,” said Jeff Shesol, a speechwriter for President Bill Clinton. No Cabinet department wants to be overlooked, and each lobbies hard for a mention in the text. (In the United States, the president controls an executive branch made up of departments that collectively make up the Cabinet and that run programs related to areas such as health or agriculture.)

With the exception of the Four Freedoms speech that President Franklin D. Roosevelt delivered on January 6, 1941, as war raged in Europe, these speeches tend to become laundry lists of proposals.

So, when political speechwriters need well-turned phrases, they find inspiration in the words of earlier presidents’ other speeches. They look to Abraham Lincoln, who wrote his own speeches and is commonly acclaimed as the greatest speechwriter of all presidents. Speechwriter Ted Sorensen said John F. Kennedy instructed him to study Lincoln’s 272-word Gettysburg Address to prepare for the 1961 inaugural speech.

Sorensen insisted that Kennedy deserves credit for all his words, including the injunction to “ask not what your country can do for you, but what you can do for your country.”

Six of President Ronald Reagan’s words have entered the collective American memory: “*Mister Gorbachev, tear down this wall!*” Peter Robinson, who wrote the June 12, 1987, speech delivered by Reagan at the Brandenburg Gate of the Berlin Wall, told the blog Free Republic the sentence was almost lost to history. In the vetting process, government officials sought to have the provocative injunction stricken from Reagan’s text.

The president kept it in. ■







## Real Life and The West Wing

MARK TRAINER

TV's *The West Wing*, which chronicled the presidency of the fictional Josiah Bartlet, comes close to reality in its depictions. Here's how the show compares with the real inner workings of the White House.

**Real Life:** The president must be invited to deliver the State of the Union by the speaker of the House of Representatives.

**The West Wing:** In the first State of the Union episode, the speaker's formal invitation hasn't found its way to the White House on the day before the speech.

**Real Life:** Observers look beyond the president's words to discern his broader agenda.

**The West Wing:** The first lady figures out her husband plans to run for a second term when he includes uncharacteristically bipartisan language in his address.

**Real Life:** The State of the Union speech can be revised up to the last minute.

**The West Wing:** Bartlet's advisers are fine-tuning the speech moments before he enters the House chamber.

**Real Life:** Administrations use polls and focus groups to predict the public response to the speech.

**The West Wing:** The administration holds a focus group in which an actor reads the State of the Union address with varying tones and emphases and respondents vote on which is most persuasive.


Clockwise, from top: President Bill Clinton acknowledges applause prior to giving his State of the Union address in 1999; President Ronald Reagan makes final edits to his State of the Union speech in 1984; Sometimes presidents unveil important initiatives, as in 2003, when President George W. Bush proposed a plan to fight AIDS in Africa. The President's Emergency Plan for AIDS Relief (PEPFAR) became law and was later embraced by the Obama administration.

©AP IMAGES







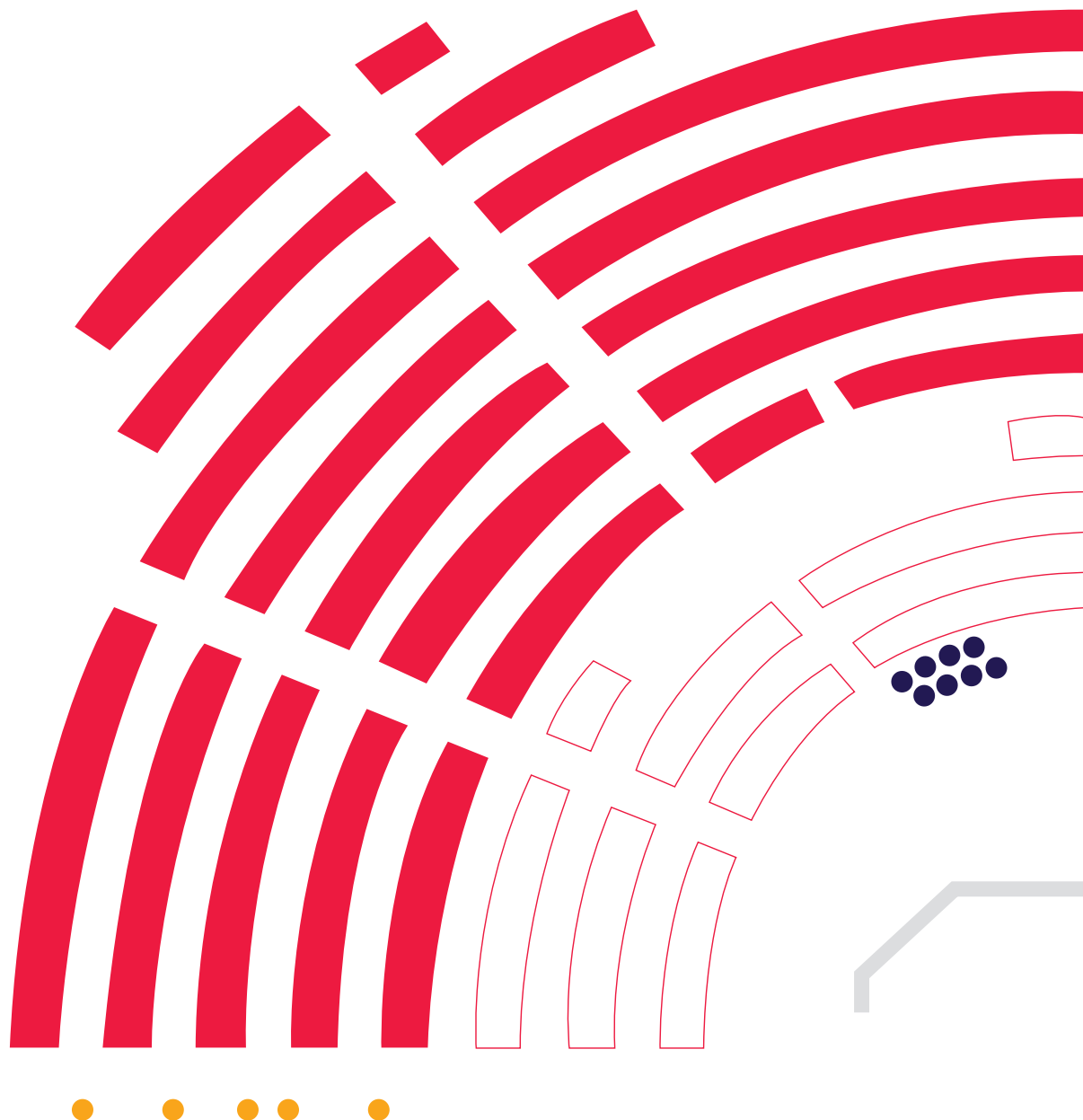
A wide-angle photograph of the U.S. House of Representatives chamber during a formal event. The room is filled with people seated in tiered rows, facing a stage area. The architecture is grand, with a high ceiling featuring recessed lighting and decorative elements. The walls are covered in patterned wallpaper, and there are large windows or openings in the background. The overall atmosphere is formal and significant.

# Annual Ritual Brings Washington Together

SUSAN MILLIGAN

It's a family reunion for democracy: the annual State of the Union address, when the president reviews his accomplishments before Congress and voices his dreams and plans for the nation's future. A microcosm of America packs the ornate chamber of the House of Representatives for the speech. Aside from state funerals and inaugurations, it's the only time all branches of government are in the same room. The audience doesn't always agree with the president, but the evening is a reminder of the importance of meeting and, of course, listening. ■





- **President**  
His speech appears on a teleprompter, allowing him to read while looking at the audience.
- **Vice President**  
Because the vice president is also president of the Senate, he's given a copy of the speech. During the speech, the vice president acts as chief cheerleader, encouraging applause.
- **House Speaker**  
As leader of the House of Representatives, he is host. Arrivals are announced to him. The president, before beginning, hands him a copy of the speech.

#### EXECUTIVE BRANCH

- **Cabinet Members**  
These heads of executive departments are eager to hear their boss speak.
- **Joint Chiefs of Staff**  
The military leaders, because they are under the president's command, sit with the Cabinet.

#### JUDICIARY BRANCH

- **Supreme Court Justices**  
It's rare for all nine justices to attend, but some do.

#### LEGISLATIVE BRANCH

- **Republicans**  
Recent maps of election results associate wins by Republicans with the color red.
- **Democrats**  
Democrats' election wins recently have been mapped with blue.
- **Representatives**  
After welcoming the president, they sit first because it is their chamber. Many of the 435 members, representing districts apportioned by state population, arrive early to sit on the aisle in order to shake the president's hand as he walks to the podium.





#### Senators

100 Senators, two elected from each state, visit the larger House chamber to listen.



#### Deputy Sergeant-at-Arms

He announces the vice president, senators, diplomatic corps, Supreme Court justices and Joint Chiefs of Staff.



#### Sergeant-at-Arms

He exclaims, "Mr. Speaker, the president of the United States!" as the president enters.



#### Escorts

These lawmakers escort the president down the aisle. It is considered a great honor.

#### VISITORS



#### Diplomatic Corps

Ambassadors from other nations sit near a portrait of France's Marquis de Lafayette, the first foreign dignitary to address Congress.



#### First Lady and Friends *(upper level)*

She invites ordinary Americans who have done extraordinary things to sit with her.



#### Visitors *(upper level)*

Lawmakers invite guests to send symbolic messages. In 2013, a Texas representative invited an undocumented immigrant advocating for legal status.

#### MEDIA (UPPER LEVEL)



#### Print Media

The speech is popular; reporters need to reserve seats.



#### Broadcast Media

One camera is hidden in the flag to film the president speaking, one sweeps the audience, one captures entrances and three film from the press galleries.



## Read!

Scan here for the full article from Smithsonian magazine!

# Helping the President Score Points

ABIGAIL TUCKER

**Since 1982, the first lady has invited Americans who have done extraordinary things to attend the State of the Union address. Meet one recent guest.**



Andraka at the White House Science Fair, shortly after he attended the 2013 State of the Union address.

©AP IMAGES

**S**ince winning the \$75,000 grand prize at the 2012 Intel International Science and Engineering Fair at age 15, Jack Andraka has become a North County High School celebrity. Andraka cites science papers in English class at the Glen Burnie, Maryland, school. In calculus, he catches up on chapters from *Brave New World*. Nobody stops him, perhaps because in 2011, when his biology teacher confiscated his reading material on carbon nanotubes, he was in the midst of the epiphany that scientists think has the potential to save lives.

When he was 14 — he turns 17 in January 2014 — Andraka created a potentially revolutionary pancreatic cancer detection tool.

Pancreatic cancer is among the most lethal cancers, with a five-year survival rate of 6 percent. Some 40,000 people die of it each year. It's often detected after the cancer has spread, because there is no early symptom or lump. "By the time you bring this to a physician, it's too late," said Anirban Maitra, a Johns Hopkins University pathologist and pancreatic cancer researcher who is Andraka's mentor.

But as the cancer takes hold, the body issues a distress signal: an overabundance of a protein called mesothelin. Scientists haven't yet developed a way to look for this in a standard physical exam. "The first point of entry would have to be a cheap blood test done with a simple prick," Maitra says.

That's what Andraka may have invented: A dipstick probe that uses just a sixth of a drop of blood appears to be much more accurate than existing approaches and takes five minutes to complete. It's still preliminary, but drug companies are interested, and word is spreading.

Andraka wrote up an experimental protocol and emailed it to 200 researchers. Only Maitra responded. "It was a very unusual email," Maitra remembered. He invited Andraka to his lab, expecting to see him for a few weeks over the summer.

Instead, Andraka worked for seven months, into the night at Johns Hopkins as his mother dozed in her car in a nearby parking garage.

About 2:30 a.m. one Sunday, mom Jane Andraka was awakened in the parking garage by an ecstatic Jack. His test had detected mesothelin in artificial samples. Weeks later, it pinpointed mesothelin in the blood of mice bearing human pancreatic tumors.

But Maitra said Andraka has a lot more testing to do before publishing a peer-reviewed paper on the work, the next step. Even if all goes well, the product probably won't be marketed for a decade or so.

And of course, Jack had to start working on next year's science fair project. ■

*Editor's Note: This is an abridged and revised version of a December 2012 Smithsonian magazine article titled "Jack Andraka, the Teen Prodigy of Pancreatic Cancer."*

CONNECTING THE DOTS: GLEN BURNIE ●; NEW YORK ●; WASHINGTON ●

## Also on the Guest List



**Lenny Skutnik** saved a passenger's life after an Air Florida plane crashed into the Potomac River. —guest of Nancy Reagan, 1982



**Governor Bill Clinton** of Arkansas (before he was elected president) was one of four governors who had worked with President George H.W. Bush on national education goals. —guest of Barbara Bush, 1990



# How to Make a Great Speech



Speechwriters for past presidents say the advice is simple: Know your audience and your message, choose words carefully, and be clear and concise.

## ■ **Ted Sorensen, speechwriter for President John F. Kennedy:**

The first rule of speechwriting is “Less is almost always better than more.” (from his memoir, *Counselor*)

## ■ **Joshua Gilder, speechwriter for President Ronald Reagan:**

Imagine you’re speaking with family and friends, not to an abstract audience. You’re speaking to Aunt Matilda. You’re trying to think, “What does this mean to her? How will it speak to her needs, concerns, hopes?”

## ■ **Jeff Shesol, speechwriter for President Bill Clinton:**

The first question is not, “What am I going to say?” but “Why am I giving this speech? What am I trying to accomplish?” Once that goal is clarified, it becomes clearer what to say. There are all sorts of tools and tricks of the trade ... but ultimately the most important question is existential: “Why am I here?” –C.C.

# Your Speech

ROBERT LEHRMAN

It was winter, 1982. A plane taking off outside Washington crashed into the Potomac River. In the icy waters, passengers desperately tried to stay afloat.

Suddenly, one woman lost her grip on a rescue line. Standing on the bridge above her, a young man saw her struggle. He dove in and pulled her to safety.

A few weeks later, President Ronald Reagan brought that man to the U.S. Capitol — and in his State of the Union speech, saluted Lenny Skutnik.

“Heroism at its finest,” he said, while politicians from both parties stood and cheered.

As President Obama delivers the 2014 State of the Union address, he may do the same thing. Saluting heroes has become a State of the Union tradition.

Of course, the speech does more than celebrate heroism. It is a report card on how the country has done — and a way to urge tasks for the year ahead.

It is often long. As someone who has contributed to those speeches in the White House and written others like it, let me be clear.

You can learn from it even if you don’t listen to the whole thing.

What Obama will do won’t be so different from what a 15-year-old might do in running to be class president.

How do people writing speeches like the State of the Union go about it? Often speakers and their writers start with five basic questions:

- How do we get listeners to pay attention?
- What problems lie ahead?
- What solutions can we dream up?
- How can we inspire listeners so they have faith in our dream?

- How can we make listeners not just listen — but act?

Of course, it’s not just politicians who ask those questions.

In the late 1940s, a young student in divinity school wanted to become a great speaker. Lots of his classmates were trying, too. But this student was so good that on Sunday mornings when it was his turn to give a sermon, his classmates wouldn’t sleep late. They’d get up early and go to listen.

Fifty years ago, that student was on the Mall in Washington, giving a speech answering those same five questions.

“I have a dream today!” Martin Luther King Jr. cried, in a speech that inspired millions around the world — and still does.

Not everyone gets to talk to millions. But as someone who now teaches students how to write and speak, I know that almost everyone can be good at giving a speech. Sometimes, that’s another way to do something heroic.

Is it scary to get up and talk to a group of people? Definitely.

But it’s not as scary as Lenny Skutnik diving into an icy river. And like it was for Martin Luther King Jr., being in school is not too soon to start. ■



©MICHAEL THAUL LEHRMAN

*Former chief speechwriter in the White House for Vice President Al Gore, Robert Lehrman is author of The Political Speechwriter’s Companion. He teaches public speaking and speechwriting at American University in Washington.*



**Rosa Parks** became a symbol of the civil rights movement when she refused to obey a bus driver’s order to give up her seat to a white passenger in 1955. –guest of Hillary Rodham Clinton, 1999



**Wesley Autrey**, a construction worker, saved a man who had suffered a seizure and fallen onto subway tracks from being struck by a New York train. –guest of Laura Bush, 2007



**Bobak Ferdowsi**, known as “Mohawk Guy” for his haircut, made science more popular with the media coverage of his work at NASA guiding the Curiosity rover to its Mars landing. –guest of Michelle Obama, 2013

Scientists at the 2012 Ig Nobel award ceremony fire paper airplanes back at the audience.



# An Educated Laugh

SASHA INGBER

**What recognition do scientists get** for studying the dynamics of coffee sloshing in a cup, ostriches that court humans or whether a sigh is just a sigh? Every year since 1991, a handful of researchers, mainly in the fields of science, technology and medicine, receive Ig Nobel awards for just such work.

The Ig Nobel — not to be confused with the more prestigious Nobel — honors achievements that make people laugh and then furrow their brows in thought. “It’s funny when you first hear about it. But then a week later it’s still rattling around in your head,” said Marc Abrahams, co-

founder of the awards ceremony and editor of the humorous science magazine *Annals of Improbable Research*.

Every autumn, the Ig Nobels are given out at Harvard University’s Sanders Theatre in Cambridge, Massachusetts, where Winston Churchill, Theodore Roosevelt and Martin Luther King Jr. have stood on stage. All 1,166 seats are filled for the award ceremonies.

“It’s a mixed bag of humanity,” said Abrahams, “different kinds of people that cannot conceive of meeting under any other circumstances.” Some members of the audience walk across Harvard’s leafy

campus to get there, and others fly in from other countries. Some have science backgrounds and others have never been near a lab. Most bring paper to fold into airplanes, which they throw during the event, as tradition dictates.

Underneath the humor lies a more serious cause. That brassiere that converted into a pair of face masks at the 2009 ceremony? Electrical-trauma physician Elena Bodnar invented it after starting her medical training in Ukraine, where she helped evacuate and treat children during the Chernobyl nuclear disaster. Hundreds of thousands of power



plant workers breathed in radioactive particles. Bodnar's mask decreases the inhalation of dangerous airborne particles.

In 2006, Dutch biologist Bart Knols and his colleague Ruurd de Jong were awarded an Ig Nobel for showing that the female mosquito *Anopheles gambiae* is equally attracted to the stench of Limburger cheese and human feet. The insect's odor preference may seem insignificant, but the information has allowed Knols to develop a breakthrough pill. The tablet kills mosquitoes if they bite people who have taken it, thereby reducing the incidence of malaria.

Knols is among a handful of winners in Ig Nobel history who have also received a Nobel Prize. "The Ig Nobel is not the only prize I have received, but it's the one I'm most proud of. It honors research where people have gone off the beaten track," he said.

Each year's crop of Ig Nobel winners typically come from five continents. Abrahams finds that England and Japan produce the most winners because in those countries "people are proud of having eccentrics around them. They come up with seemingly strange ideas and devote big chunks of their lives to seeing where the ideas will lead them."

That's what the Ig Nobel awards are all about: spurring curiosity to explore veins of life that may seem unimportant. Too often, Knols said, "scientific work is no longer transformative. The outcome has to be predictable." He dares scientists to "do something that to others may seem strange and extraordinary."

Over time, enthusiasm for the Ig Nobels has grown. Several Nobel laureates join the boisterous audience at the ceremony. Physicist Roy Glauber, who received a Nobel for his contribution to quantum theory, has come for the past 15 years — always with a broom to sweep up paper airplanes from the stage.

Each time an Ig Nobel prize is announced, the winner steps through the stage curtain and shakes a Nobel laureate's hand, bringing together a spectrum of possibilities. "It's as if the universe has two opposite ends, and they meet and look each other in the eye," said Abrahams. ■

CONNECTING THE DOTS: CAMBRIDGE ●

**Watch the  
2013 awards!**

[www.improbable.com/ig/2013/](http://www.improbable.com/ig/2013/)



## More Ig Nobel Winners

### Business casual

**A Korean-invented self-perfuming business suit, an innovation for the textile industry**

### To stand or not to stand

**A study on the likelihood of cows to lie down longer than they stand, improving animal welfare and farmers' care of their herds**

### Heads up

**A Canadian medical report about injuries caused by falling coconuts to aid trauma research**

### What the what?

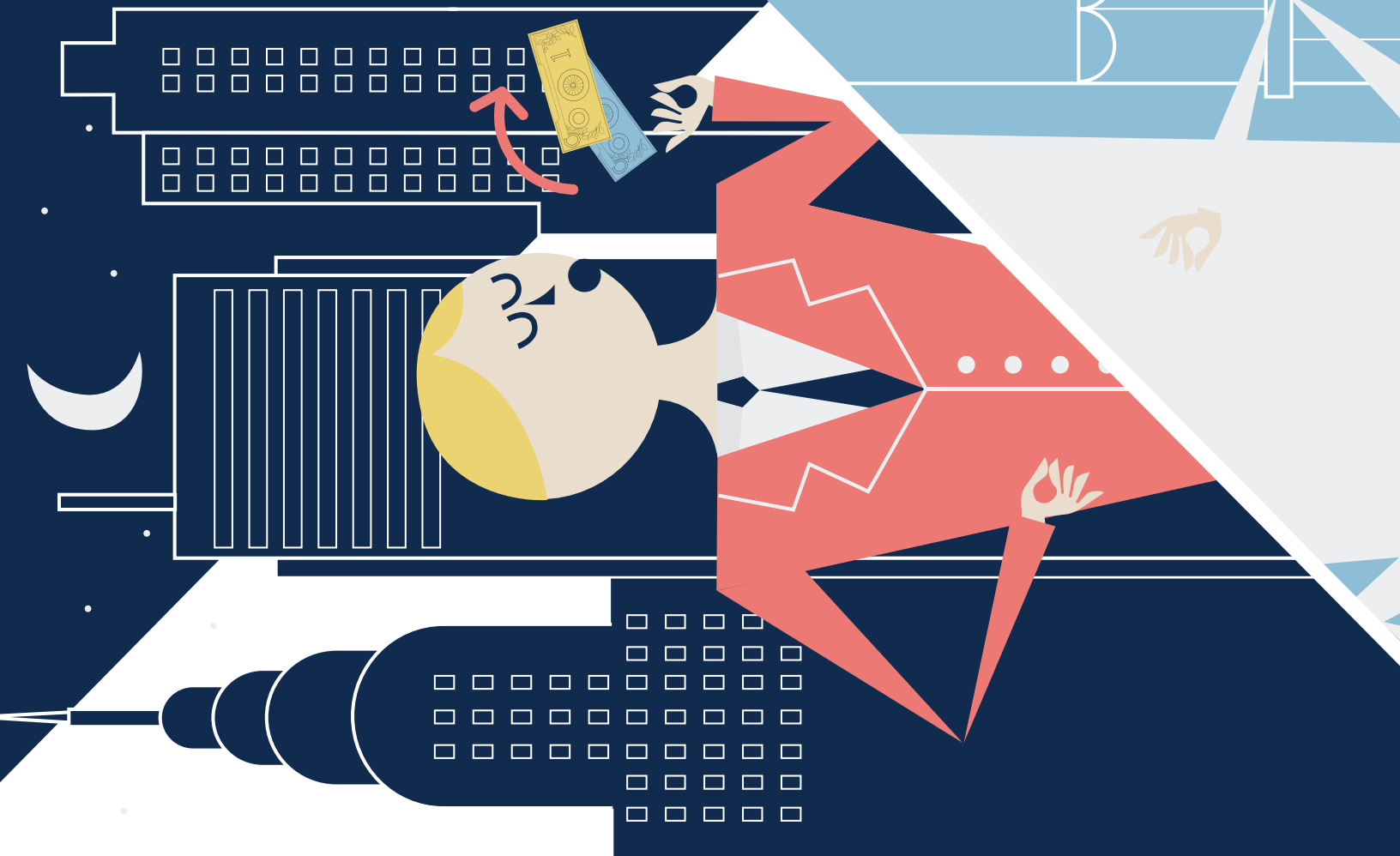
**A U.S. report about reports about reports that recommends the preparation of a report which, obviously, evaluates the impact of estimating the costs of studies and reports**

### Dignity for all

**A Swiss treatise and law on the dignity and moral consideration of plants to give an ethical perspective in non-human biotechnology and gene technology**

# Crossing Borders

• KOURTNI GONZALEZ



**Just as the American businessman** flashed the “OK” sign, forming a circle with his thumb and pointer finger, to celebrate the close of a deal with a Brazilian colleague, his mistake became apparent. Though a harmless gesture in America, it is considered rude in Brazil, and the man’s action, though meant to be friendly and celebratory, caused hard feelings with his new partner.

Cultural awareness is imperative when traveling abroad or working with international partners, especially when the success of a business deal is at stake. Cross-cultural training, which prepares people to work in and with other countries, is becoming more common among Americans whose workday includes globe-trotting for their companies.

The industry is more than 20 years old, but Charlene Solomon, the president of RW3

CultureWizard, a company based in New York that trains businesspeople who travel to some 150 countries, said the demand for such training has increased dramatically since the 1990s. Solomon said she trains not just people traveling on business, but also American clients whose colleagues live in India, the United Kingdom or other countries. “You might not ever need to leave your desk, and yet you need these cross-cultural skills,” she said.

Such training, experts say, is a requirement for success and a competitive advantage when working in another country. You cannot “go in like a **bull in a**

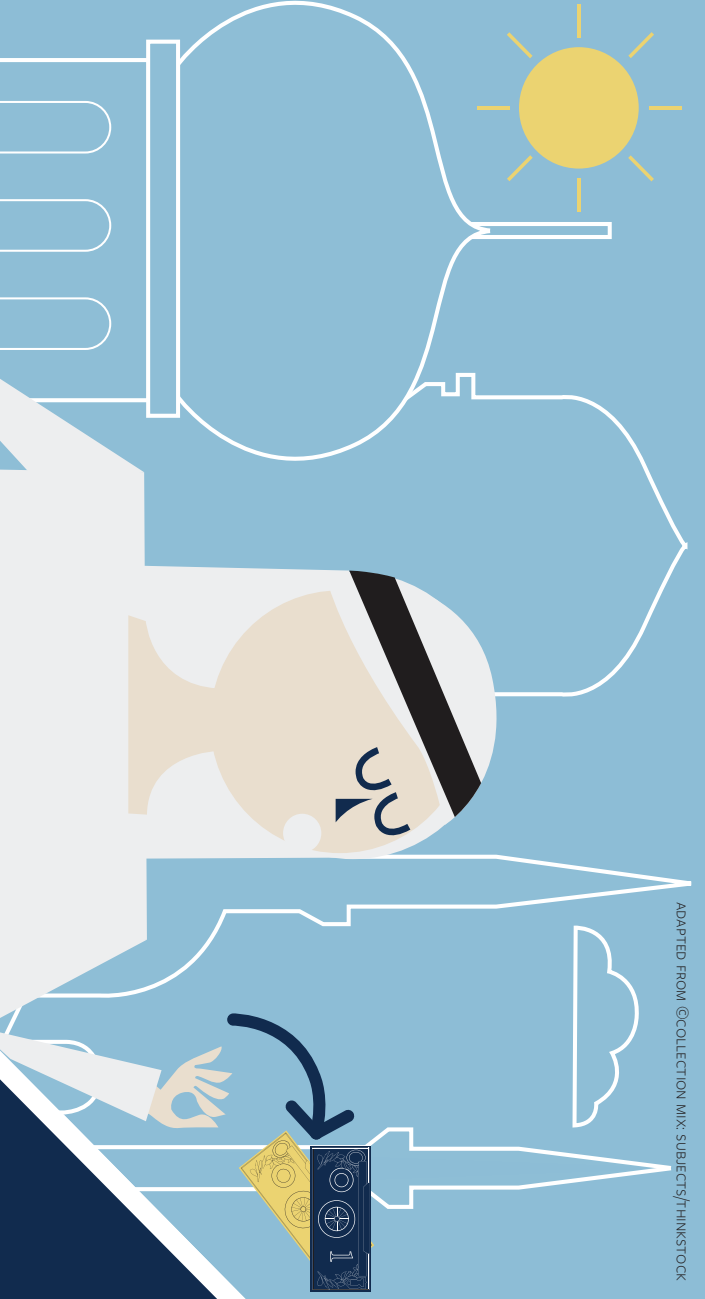
**china shop**,” said Dean Foster, president of global consulting agency Dean Foster Associates. He has had his share of faux pas, from eating in a way that a host found impolite to invading a colleague’s personal space while trying to be friendly. He said that businesspeople increasingly understand that they cannot be oblivious to their surroundings. “Millions of dollars,” he said, “can be easily blown by a misunderstood gesture.”

Even seemingly similar cultures have surprising differences. Anne Copeland, director of The Interchange Institute, expected a smooth transition when she moved from Boston to London but found that British culture is different from American culture, despite their common language and Western heritage. Forming relationships required particular effort, she said.

\*If someone is like a **bull in a china shop**, he is careless in the way that he moves or behaves.

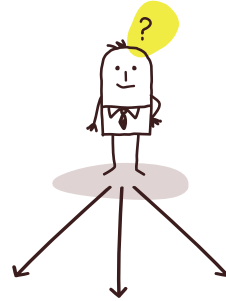
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## Learning to Speak the Same Language

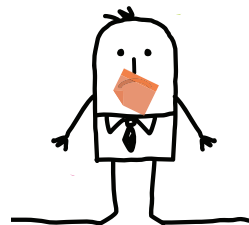
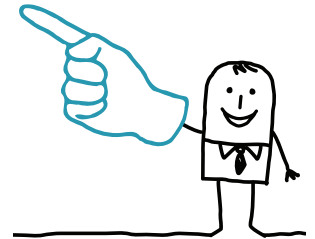
**Lobna Ismail**, president of the cross-cultural training company Connecting Cultures, said people's backgrounds influence their behavior. Here, as an example, she contrasts the differing cultural norms of Americans and Saudis.



**Self-reliance vs. interdependency:** If asked for directions, an American would tend to give directions and allow the person to find his or her own way. A Saudi Arabian, however, is likely to offer to take the person to the location. Americans value self-reliance and consider it a slight intrusion on independence to be personally taken somewhere. Saudis value interdependency and expect people to help each other as much as possible.

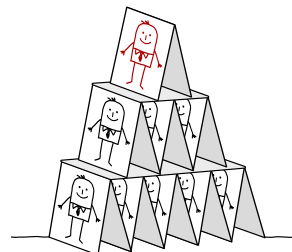
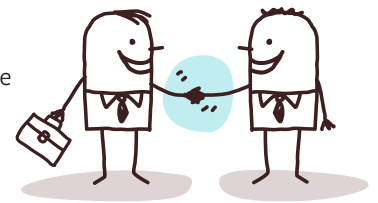
### Direct vs. indirect communication:

To Americans, Saudi Arabians may seem to never say no. In fact, Saudis try to maintain harmony by subtly communicating their opposition to an idea through body language and contextual clues instead of directly saying no. Americans place more weight on direct verbal communication rather than what is implied through gestures and facial expressions.



**Taboo topics:** In conversation, Americans tend to avoid discussing money, age, weight, religion and, around people they do not know well, their marital status or whether they have children. Saudi Arabians consider these topics, especially information about one's family, important starting points for building an acquaintance or friendship.

**Results vs. relationships:** Upon entering a meeting room at work, Americans often say a quick "good morning" to the group as a whole or start working immediately. Their nature reflects a value of achieving progress and results, but it can appear curt. Entering a room, Saudi Arabians will greet everyone individually because their work thrives on building close relationships. (A popular saying in many countries that exemplifies the differing points of view of cultures is, "Americans have watches, but we have time.")



**Equality vs. hierarchy:** An American boss will expect employees to use first names. American bosses typically emphasize equality and view such titles as Mr., Mrs. or Dr. as unnecessary formalities. Saudi Arabians value a chain of command and use titles to show respect.

The British way of beginning a friendship takes time, according to Foster. Friendships do not form "automatically based on proximity or friendliness" like they do in America.

Cross-cultural training can broaden understanding beyond business deals. Lobna Ismail, president of Connecting Cultures, trains students taking part in exchange programs too. Understanding another culture is the best way to overcome stereotypes, she said. Whether traveling for work, school or vacation, she said, people who visit different countries eventually stop thinking of foreigners as "the American" or a similar label.

"They're able to say 'Susan' or 'my friend Mehta.' You no longer see the label, but the person behind the label," she said. ■

# A Tale of Two Skateboard Parks

LAUREN MONSEN



A skateboarder propels himself upward at Paine's Park in Philadelphia.

COURTESY FRANKLIN'S PAINE SKATEPARK FUND

## PHILADELPHIA

**In 2000, skateboarders in Philadelphia felt dejected.** Although the city had long been known as a “skateboarding capital,” boards had recently been banned from Love Park, a favorite practice spot.

Josh Nims, a 25-year-old lawyer who had been an avid skater since his early teens and who still found time to skateboard, wanted to do something. He joined with a friend to start the Franklin's Paine Skatepark Fund to raise enough money to build a new park. The Tony Hawk Foundation, a nonprofit in Vista, California, that helps build skateboard parks in low-income areas, got them started with a \$25,000 grant, and the city and state made large contributions.

It took years, but the result, completed in 2012, is Paine's Park, a \$4.5 million, one-hectare park located near Philadelphia's Museum of Art that includes walking trails, grassy areas and surfaces perfect for skateboarding.

Hundreds of skateboarders use the park every day, including local Ted Bruder, 22, who said he now meets a number of “skateboarder tourists.”

Brannon John, who co-owns a nearby skateboard shop called Nocturnal, said Paine's Park attracts skateboarders from nearby states, especially Delaware and New Jersey, and that many of them stop by to buy skateboards or accessories on their way to or from the park.

According to Nims, Paine's Park boosts economic development in other ways too.

“It drives up real estate values,” he said. “Better recreation amenities are always a draw, and supporting skateboarding culture is how you keep young people from moving away. All these pro skaters were leaving Philadelphia because Love Park was closed. Some are now coming back, and new ones are arriving.”

Nims cited professional skateboarder Ishod Wair, 21, as an example. “He skates in all the competitions on TV, is probably among the top 10 skaters in the world, and he has now moved to Philadelphia and skates at Paine's Park.”

According to Nims, skateboarding — “uniquely raw and physical, as well as aesthetically beautiful” — is once again central to Philadelphia's identity. ■



Flipping the board is a favorite challenge at the Lone Pine Skate Plaza.



COURTESY LONE PINE SKATE PLAZA

## LONE PINE, CALIFORNIA

**Lone Pine had a problem:** Its teenagers, while engaging in what should have been a healthy activity, were risking their lives. Without places to skateboard, they maneuvered in streets and on busy parking lots.

They skateboarded through traffic on the major highway, said Lynne Bunn, a resident. In July 2008, a close call created new incentive to fix the problem. A boy on a skateboard went into the road, landing in the path of a pickup truck towing an almost 5,000-kilogram boat.

The truck's driver, Amy Shepherd, slammed on the brakes, barely stopping before hitting the boy. His skateboard was smashed under the truck's wheels. While he was more concerned about the damage to the board than his close brush with injury or death, Shepherd was rattled.

She talked to Bunn and rallied behind Bunn's idea to build a skateboarders park.

Bunn found vacant property near the secondary school that was perfect, in large part because the land was already deeded to the town. She met with skateboarders and contacted the Tony

Hawk Foundation. The foundation donated \$10,000, Bunn contributed some of her own money, and parents, the Lions Club service organization and nearby businesses contributed, until the total reached \$325,000.

After a year's collaboration among town officials, designers and contractors, the 929-square-meter Lone Pine Skate Plaza opened in May 2012.

Today, the plaza attracts novice skateboarders from among the town's teenagers. "They're not sitting in front of a TV," Bunn said, "but rather taking care of the park, throwing trash away."

Lone Pine is a scenic town near the Sierra Nevada Mountains, and tourism has always been important to its economy. Hotels, stores and restaurants see higher revenues as tourists come to skateboard.

Kevin Mazzu, owner of a local McDonald's restaurant, said he has noticed an uptick in business, especially in the winter, when vacationers head for the mountains or Yosemite National Park. They always brought snowboards and skis, he said, "but now they bring skateboards too." ■



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# Patents Pending

Paving the Way for Super-Students

ANDRZEJ ZWANIECKI

**If students are advanced academically**, they need to be challenged, says Rena Subotnik, director of the Center for Psychology in Schools and Education at the American Psychological Association.

According to Subotnik, countries around the world vary in their approaches to teaching advanced students. Some countries view advanced students as future leaders and innovators, investing money and resources in their development. Others are more concerned about raising the level of all students' skills. How are the educational needs of advanced students addressed where you live? Do teachers assign different-level projects to talented students or do such students take separate courses? Do they have opportunities to join science clubs, competitions or summer camps? ■

CONNECTING THE DOTS: PORTLAND ●; ELK RIVER ●; VALDOSTA ●; WINSTON-SALEM ●



## Nurture Young Talent

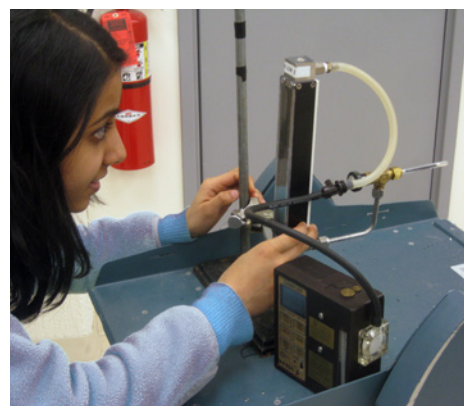
RENA SUBOTNIK

- 1 Train teachers** to spot gifted students in early grades to enhance their learning experience rather than hold them back.
- 2 Offer a challenging math and science curriculum** in early grades, **academic acceleration** in middle grades, followed by specialized science secondary schools for the best students.
- 3 Immerse students in science, technology, engineering and mathematics (STEM)** with summer science camps, competitions, after-school research apprenticeships and similar programs. The more exposure, the greater their STEM accomplishments, according to a 2012 Duke University study.
- 4 Provide social supports.** Future scientists often need help with social skills as well as career advice. It's important for students not to be isolated, because they need social support to reinforce their persistence in doing hard work.
- 5 Steel their spines.** Students' persistence, grit and passion contribute significantly to their future success. Teach them how to be tough, because they will face setbacks along the road to success.

### CLEAN-AIR GIRL

#### Naomi Shah

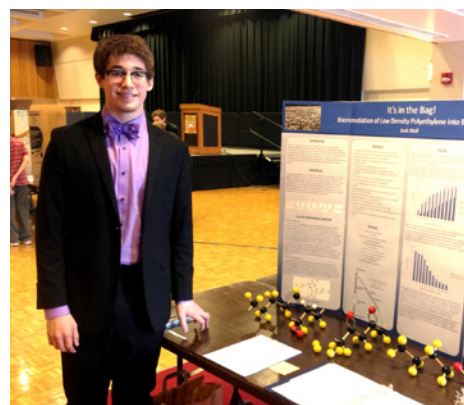
Naomi Shah of Portland, Oregon, chose science because her father and brother were among millions of people suffering from respiratory illnesses. "I really wanted to do something to help them," she said in a video made by the White House and posted on YouTube. Having had an inquisitive mind even as a child, she began wondering in sixth grade whether indoor-air quality had something to do with her family members' illnesses. Shah's research produced a correlation between chemical pollutants and lung health — which she used to develop a biofilter for heating, ventilation and air conditioning systems to reduce indoor-air pollutants. In 2011, she was one of three girls to win first place in the Google Global Science Fair. Now 19 years old, Shah credits her success to a science teacher's guidance and a university professor's willingness to open his lab to a teenager.



### SERIAL INVENTOR

#### Josh Wolf

Josh Wolf, 17, of Elk River, Minnesota, likes to experiment. He demonstrated that waste oil from a school cafeteria can be turned into biodiesel simply by adding household chemicals. That attracted the attention of a local waste-oil processor. Then Wolf came up with a way of extracting oil from algae by stimulating the organisms with electric shocks. He conducted his initial experiment in recycled soft-drink bottles and then built a 2,650-liter algae tank to continue. He hopes to sell his invention to industrial-scale producers. Today, he is passionate about using bacteria and solar power to turn plastic shopping bags — which some say are harmful to the environment — into a biofuel. Professors at the University of Minnesota invited him to develop his plastic-to-butanol concept in their labs. Wolf has earned national attention and awards, but most enjoys meeting like-minded students at Minnesota science fairs. "Their response is amazing," he said.



### KUDZU WUNDERKIND

#### Jacob Schindler

When Jacob Schindler of Valdosta, Georgia, began experimenting with gases for a sixth-grade science project, he found that helium can kill kudzu, an invasive plant that has overrun swaths of the southeastern United States, smothering trees and vegetation. With the support of his agriculture teachers and others, Schindler designed a device that disperses helium into the ground to weed out kudzu. A landscape architecture company hired him to attack the kudzu on a quarry being converted into a park in Winston-Salem, North Carolina. "I grew to like kudzu," Schindler admits. While it should be eradicated in problem areas, he said, the perennial vine can be used as an erosion-control agent, cattle feed, a fiber or a cooking ingredient. (Schindler's kudzu salsa was a hit when he made it at the Georgia Governor's Honors Program.)



COURTESY PHOTOS



“We’ve got to do everything we can to make sure that we are giving these young people opportunity to pursue their studies and discover new ways of doing things.”

—PRESIDENT OBAMA AT THE 2013 WHITE HOUSE SCIENCE FAIR, WHERE HE GOT THE OPPORTUNITY TO FIRE A STUDENT’S MARSHMALLOW CANNON.



©AP IMAGES



Yimo Lei removes an inscription on the King memorial.



# Stone of Hope

E. ETHELBERT MILLER

**During his lifetime,** Martin Luther King Jr. was a heroic and controversial figure. History now honors him as a man who was an advocate for nonviolence, civil rights, peace and economic justice. That a monument exists on the National Mall in Washington praising his contributions to American society is as much a testament to his vision as the election of President Obama twice to the White House. King challenged our nation to uphold its moral creed. He did this while living a life of humility and service. He was not a man who did things for awards and news headlines.

In February 1968 he gave a sermon at Ebenezer Baptist Church in Atlanta. He spoke about “the drum major instinct.” He defined this as a need for an individual to be concerned about personal recognition and wanting to be first. The drum major is the person who leads the parade. King felt everyone, including him, had this desire.

But it’s obvious King did not see himself as a drum major. Even at the beginning of the Montgomery bus boycott (in the 1950s), he was reluctant at first to lead the protest.

In the sermon at Ebenezer Baptist, given just a few months before his assassination, King reflected for a moment on his own mortality. He thought about his death and how he wished to be remembered. Here are King’s words:

*“Yes, if you want to say that I was a drum major, say that I was a drum major for justice. Say that I was a drum major for peace. I was a drum major for righteousness. And all of the other shallow things will not matter.”*

King quite clearly states that if “you” want to place this label of drum major on him, then associate it with justice, peace and righteousness. At times, even on these issues King appeared to lack the drum major instinct. For example, he waited to speak out

against the war in Vietnam. He was not at the front of the early anti-war demonstrations and protests.

When the sculptor Lei Yixin designed the King monument, he paraphrased and shortened King’s remark. At the base of the statue he placed the following inscription:

*I was a drum major for justice, peace and righteousness.*

A number of people were critical of Lei’s interpretation of King’s words, including the well-known author Maya Angelou. Angelou said it made King seem arrogant.

In all fairness to Lei, it can be difficult to capture the cadence of black preachers in stone. The true meaning of King’s words is enhanced by the use of repetition. King uses the words “drum major” four times. Lei also failed to include King’s most important comment: “And all of the other shallow things will not matter.” Here we find King placing the drum major instinct within the context of his own beliefs and philosophy.

The problem with placing words in stone is that the energy, movement and nuances of King’s poetic speech are compromised. In early August 2013, Lei removed the shortened quote from the King statue. It’s a better way to honor King and to remind ourselves of his true legacy and character.

As we continue to pay tribute to King and his belief in social justice, it’s good to see that even some things written in stone can be changed. ■

*E. Ethelbert Miller is the director of the African American Resource Center at Howard University. He is the author of several collections of poems and two memoirs.*

CONNECTING THE DOTS: ATLANTA ●; WASHINGTON ●



THE

# State of the Union Is Strong

JON FAVREAU

**Jon Favreau had a hand in crafting nearly every major speech the president delivered for six years, having served as Obama's director of speechwriting from the 2007 campaign through early 2013.**

**Every great speech tells a story**, and just like a story, each has a beginning, a middle and an end. As I write I think most about the logic of a speech and how an argument will unfold, much like a great story.

The whole process of writing a State of the Union address [see pages 10–17] starts a few months before. The president gathers all his advisers and members of his Cabinet and talks about the issues and the topics he'll discuss in the speech. Typically, we writers need to cover a really diverse list of issue areas, both domestic and foreign, and to try to fit everything in a 50–60 minute speech. We learn brevity, and we learn how to keep the speech moving as quickly as possible.

When I worked for the White House, ultimately I would sit with the president before I started writing and get an idea from him about how he wanted to structure the speech and what the theme of the speech would be. Then the other speechwriters and I would go off and we would work on a draft. From there it was a process of sending drafts back and forth between the group of speechwriters and the president. Sometimes he wrote longhand on a yellow legal pad the various sections of the speech that he wanted to include, and then we would go back and forth on line edits right up until the day of the speech.

The trickiest thing each year was figuring out how to say “The state of the union is strong.” That line has become a tradition in the State of the Union speech, and our goal was to weave it in each year so that it didn't seem too clichéd. A couple of times we wrote it as the very last line of the speech, sometimes we put it at the beginning, but we tried to have some variety in how we used that phrase. I'll be listening to hear how they do it this year. ▣

Jon Favreau with President Obama the day before the 2012 State of the Union address.



## all about english



**CHAIN OF COMMAND** | a series of positions of authority or rank within an organization that are ordered from lowest to highest, p. 21

**CLICHÉ** | a phrase or expression that has been used so often that it is no longer original or interesting, p. 28

**CLOSE CALL** | an escape that was almost not successful, p. 23

**CONTROVERSIAL** | relating to or causing much discussion, disagreement, or

argument; likely to produce controversy, p. 27

**CURT** | said or done in a quick and impolite way, p. 21

**DRUM MAJOR** | the leader of a marching band, p. 27

**ECCENTRIC** | tending to act in strange or unusual ways..., p. 19

**EPIPHANY** | ...a moment in which you suddenly see or understand something in a new or very clear way, p. 16

**FAUX PAS** | an embarrassing social mistake, p. 20

**GENEALOGY** | the study of family history... p. 8

**IGNOBLE** | not deserving respect; not noble or honorable, pp. 18–19

**INJUNCTION** | an order from a court of law that says something must be done or must not be done, p. 12

**LAUNDRY LIST** | a long list of related things, p. 12

**LAVISH** | ...having a very rich and expensive quality, p. 6

**LONGHAND** | writing that is done by using a pen or pencil rather than with a typewriter or computer, p. 28

**MENTOR** | someone who teaches or gives help and advice to a less experienced and often younger person, p. 16

**MICROCOSM** | something (such as a place or an event) that is seen as a small version of something much larger, p. 15

**REBUT** | to prove (something) is false by using arguments or evidence, back cover

**REVENUE** | money that is made by or paid to a business or an organization, pp. 8–9, 23

**SERMON** | a speech about a moral or religious subject that is usually given by a religious leader..., pp. 17, 27

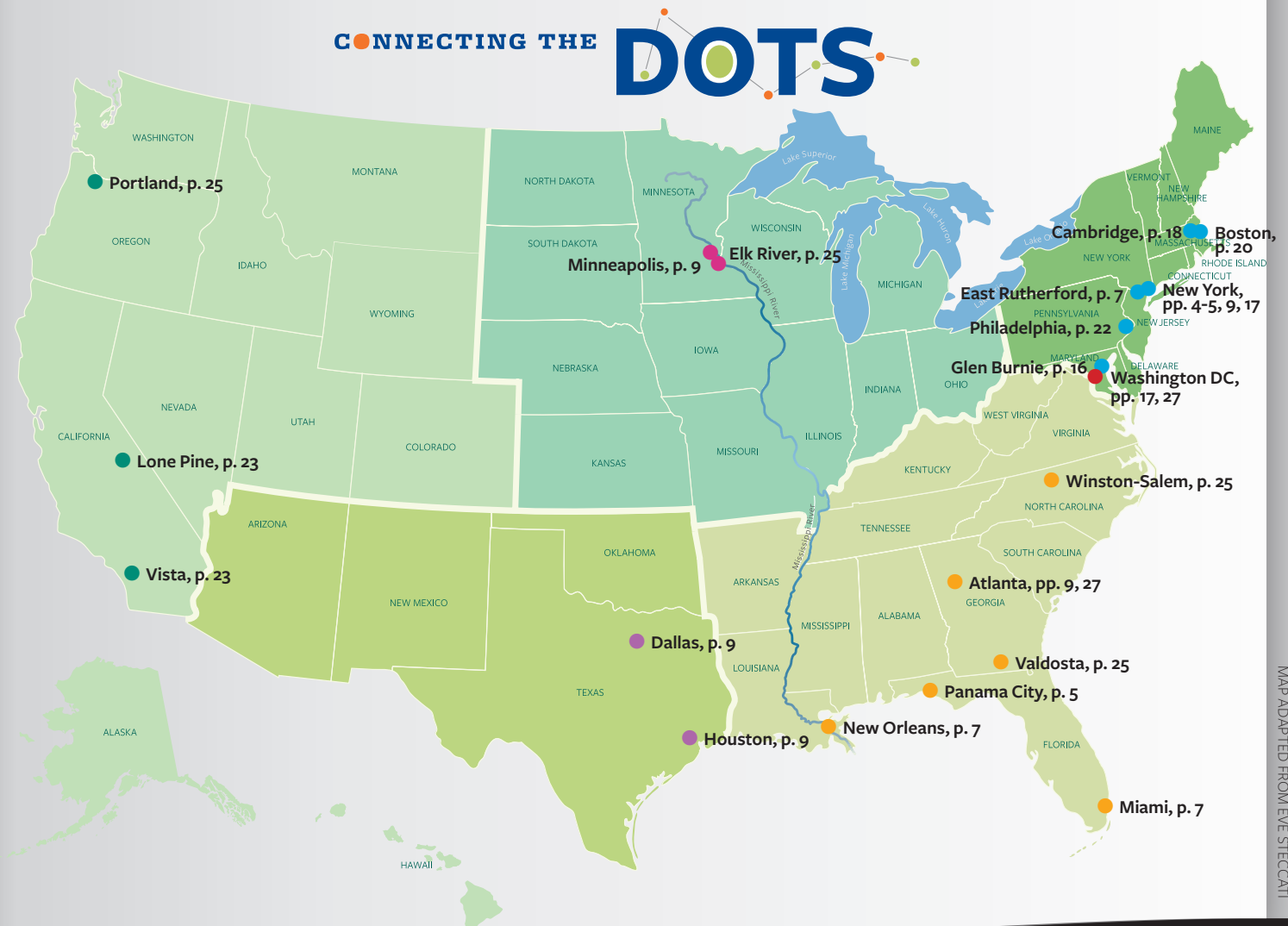
**SHOWCASE** | ...an event, occasion, etc., that shows the abilities or good qualities of someone or something in an attractive or favorable way, p. 6

**STEWARDSHIP** | the activity or job of protecting and being responsible for something, p. 8

**VISIBILITY** | ...the quality or state of being known to the public, p. 12

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## CONNECTING THE DOTS



# SOTU\* TRIVIA

\* State of the Union

## CAMERA READY

Cameras used for the Super Bowl, America's most-viewed football game, provide the best, high-definition footage. Operators memorize where individuals will sit in case the president mentions them.

## SPOKEN VS. WRITTEN

In 1801, President Jefferson broke with tradition and sent a written State of the Union message to Congress. A speech, he felt, smacked of monarchy. President Wilson restarted the spoken tradition in 1913.

## TV SPOTLIGHT

President Truman gave the first televised State of the Union in 1947. Eighteen years later, President Johnson moved his address from the customary midday spot to evening, when millions of Americans would be watching.

## A WOMAN'S PLACE

In 2007, President Bush marked a historic moment, acknowledging Speaker Nancy Pelosi: "Tonight I have a high privilege ... as the first president to begin the State of the Union message with these words: 'Madam Speaker.'"

**Harnessing the Net**  
**President Bush's 2002 address was the first streamed live on the Internet.**

## MULTILINGUAL REBUTTAL

The opposition party chooses a person — usually a member of Congress — to rebut the speech. In 2004, New Mexico Governor Bill Richardson offered the first rebuttal in Spanish.

**SHORTEST**  
**President Washington's address in 1790, only 1,088 words, lasted less than 10 minutes.**

## TWEET, TWEET

**Some lawmakers use smartphones to comment on the speech via social media.**

**Making a Break for Bipartisanship**  
**In an unusual move in 2011, senators crossed the aisle to sit beside a colleague from the opposite party.**

**LONGEST**  
**President Clinton's 1995 address, at 9,910 words, lasted 1 hour, 25 minutes.**

**WELCOME INTERRUPTIONS**  
**Applause has broken up a speech as many as 128 times.**

(That happened to President Clinton.)

## WARDROBE CHOICES

Presidents and lawmakers frequently wear neckties or scarves associated with their political party (blue or red). In 2011, President Obama's purple tie sent a message of bipartisanship. Often lawmakers wear ribbons to support a cause. In 2011, their black-and-white ribbons honored a colleague who survived a shooting.



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